PARLIAMENT MENTHOL LIGHTS

LAUNCH RESEARCH PROPOSAL

Projectable to
Region
Trade class
Market or Section
level?
* or
at least
NY

Success Measures:

- **Distribution**
  - -- By packing
  - -- By trade class
  - -- Reorders / stores stocking (June)
- **Promotional Support Placement**
  - -- B1G1F POS and gravity feed placement and positioning
  - -- 50¢-off POS and gravity feed placement and positioning
- **Menthol POS placement**
  - -- Ownership of OHPM
  - -- Selected Retail and Supplemental POS Kit placements
- **Product Positioning**
  - -- Launch B-rack merchandising
  - -- Shelf stock
- **Competitive environment**
  - -- Price-off activity
  - -- Product placement

Timing:

7 in-store audits, tracking 1,050 stores per cycle, beginning May 1996:

May: Weeks 2,3,4
June: Week 3
July: Week 3
August: Week 2
September: Week 3

Estimated Cost:

In-Store Audits: $21,000 per cycle (@ $20 store) x 7 cycles $ 147,000